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ABA 1989 in Words & Pictures

Booths, Security, Panels, Overseas Visitors, Parties—and More

Sneak Preview of Fall Books • ABA's Active Children's Scene

Publishers Weekly®

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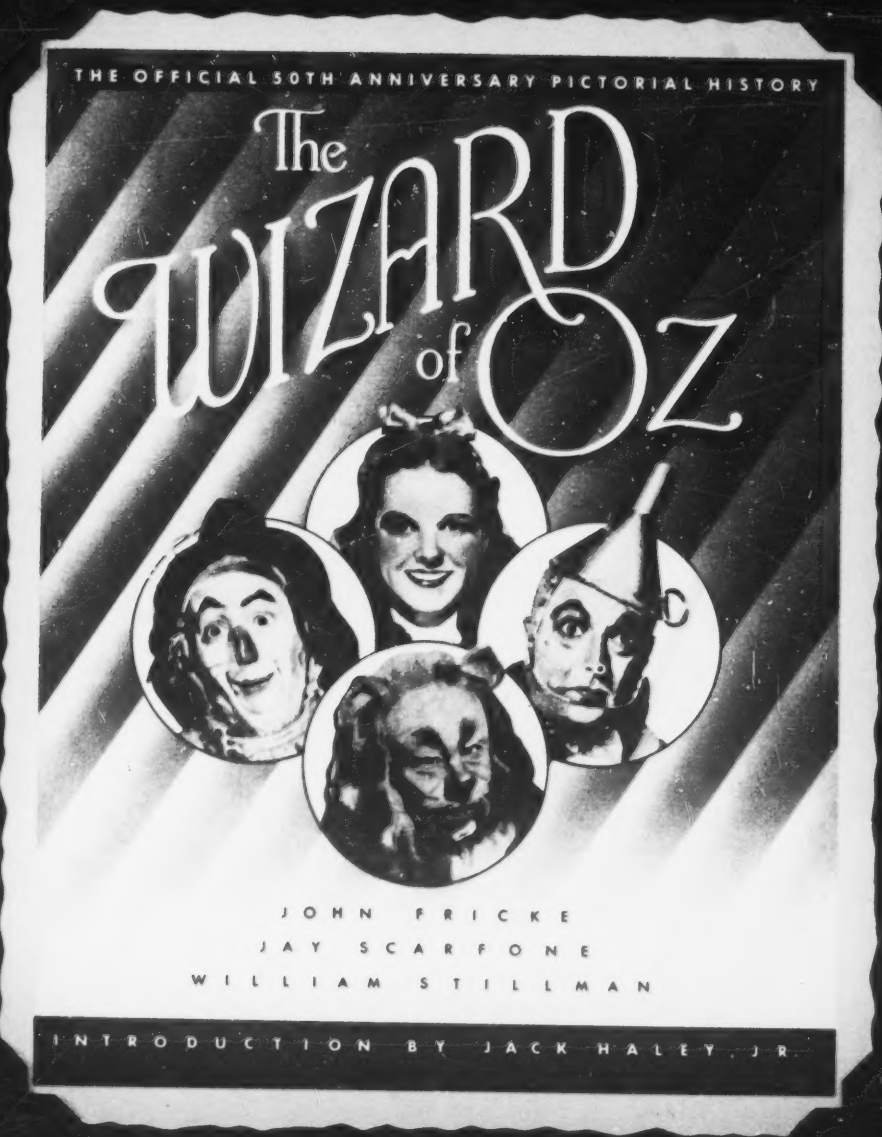
Bob-
Just put together the pictures from our reading trip for next fall. I think you'll love them as much as I do! - Carol



We'll buy this one for the kids, but it goes on our bookshelf.

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Spending on Books to Reach $29.4 Billion in 1993, Study Shows

Total spending on all books—consumer, and professional and educational—is projected to grow to $29.4 billion by 1993 from $18.4 billion in 1988, according to the third annual five-year Communications Industry Forecast by the New York investment banker Veronis, Suhler & Associates.

Consumer Books

Of the $11.4 billion spent on all consumer books in 1988, trade books accounted for 59.1%, or $6.7 billion. This was nearly four times the spending for mass market paperbacks, the next largest category. Trade books also grew more than twice as fast as any other segment of consumer book spending.

The growth of consumer book spending has come primarily from price increases rather than from higher unit sales (see table). The average price of a consumer book in 1988 was $[illegible].72, compared to $4.63 in 1983, and the increase has been due to the growing popularity of hardcover books at the expense of softcover editions. Because consumer books are a discretionary purchase, U.S. economic growth over the last two years has tended to promote increased book spending. Since excessive inflation is not anticipated in the next five years, publishers should be able to continue to post aggressive price increases because of expanding demand, the study says.

Professional and Educational Books

In 1988, spending for professional and educational books totaled $7 billion, 8% increase over 1987. Professional books, the largest category, saw spending of $3.2 billion in 1988; college, $2.1 billion; and elhi, $1.7 billion.

Educational textbook unit sales (see table) declined in part because publishers shifted toward marketing more expensive hardcover books. In contrast, professional books shifted to softcover and unit sales grew.

In the next five years, the economy is expected to grow at a slower rate in real terms, but inflation will increase. If those expectations are realized, unit sales of professional books will increase at a slower rate but prices will rise at a faster rate. As a result, expenditures for professional books are expected to grow at 8.3% annually, virtually the same rate as over the past five years. By 1993, professional book spending will reach $4.7 billion.

The elementary school population now is beginning to rise rapidly as a result of the high number of births in the 1980s. Although the high school age group is still in decline, the number of high school students is expected to begin to rise by 1992. Thus, over the next five years, the total number of elhi students will increase, and schools and school boards will purchase more new books. Elhi book spending is projected to reach $3.1 billion in 1993, increasing annually by 12%.

College textbook sales are driven by enrollments and limited by competition from used textbooks, which typically restrains the ability of publishers to increase prices of new textbooks. While the traditional college-age population has been declining over the last five years, higher numbers of older, part-time students have augmented overall enrollments, which are expected to increase in the next five years. With inflation, textbook prices will increase at a more rapid rate. College textbook spending in 1993 will reach $3.1 billion, increasing annually by 7.8%.

Growth of Total U.S. Spending for Books

	Consumer Books	*Professional & Educational Books*	*Total*
1988 Expenditures ($ Millions)	11,412	7,004	18,416
1983-88 Compound Annual Growth (%)	9.6	7.8	8.9
1988-93 Projected Compound Annual Growth (%)	10.2	9.1	9.8
1993 Projected Expenditures ($ Millions)	18,528	10,845	29,373

Source: Veronis, Suhler & Associates, Book Industry Study Group, Wilkofsky Gruen Associates

Five-Year Changes in Consumer Book Spending: Price and Volume (compound annual change)

	1983-88		*1988-93*	
Category	*Price*	*Volume*	*Price*	*Volume*
Trade	8.9%	4.8%	8.9%	2.5%
Religious	10.5	-4.0	9.1	-2.4
Book Clubs	9.2	-2.9	8.9	1.1
Mail Order	2.7	-0.4	6.3	1.9
Mass Market Paperbacks	3.7	1.1	5.4	2.6
University Press	11.9	-5.6	9.5	-3.6
Subscription Reference	4.5	-5.4	4.0	0.5
All Categories	7.7	1.8	7.9	2.1

Source: Veronis, Suhler & Associates, Book Industry Study Group, Wilkofsky Gruen Associates

Five-Year Changes in Professional and Educational Book Spending: Price and Volume (compound annual change)

	1983-88		*1988-93*	
Category	*Price*	*Volume*	*Price*	*Volume*
Professional	3.5%	4.6%	4.7%	3.4%
Elhi	11.2	-1.5	10.5	1.4
College	6.6	-0.7	7.0	0.8
All Categories	7.1	0.6	7.0	2.0

Source: Veronis, Suhler & Associates, Wilkofsky Gruen Associates